

Department of Natural Resources

Division of Environmental Management

Classification: IS Business Automation – Senior

Working Title: Water Quality Program SharePoint/Web Publisher

Position Summary: Internal and external web pages are a critical means of maintaining staff efficiency and consistent program delivery and of meeting customer information needs for the Water Quality (WY) Program, and its customers and partners. The SharePoint/Web Publisher directs intranet development and supports internet content development across the WY Program. The position supports program business functions through information systems including organizing web content, managing information storage and display, web page formatting, text conversion, and web publishing. The position identifies opportunities for use of the web and new IS technology, participates in planning, coordinating, and implementing new or modified web services and trains employees in preparation of information for delivery to customers.

This position is also a member of the Water Quality Program Outreach Team. This team develops, coordinates and manages the publishing and storage of internal and external publications. This position is responsible for organizing, storing, posting and maintaining Web content for use by WY staff, other DNR staff and managers, and the full range of external WY program customers and partners. The position serves as the WY program representative and liaison to the division and department web governance bodies.

Geographic Scope & Travel Requirements: This position is based in downtown Madison. Routine travel to in-state meetings and DNR regional offices is required.

Scope of Authority: This position is under the general supervision of the Business Support & IT Section Chief, Water Quality (WY) Program.

Goals and Activities:

45% A. Management of internet and intranet content for the WY program and assist with management and maintenance of web applications

- A.1 Plan, organize and edit web content to ensure it is audience-appropriate and easy to use.
- A.2 Publish program content to external web and internal intranet sites in accordance with department web governance protocols and standards for quality and consistency.
- A.3 Consult with program managers and staff to analyze their needs, identify new potential web uses and content to accomplish program goals and tasks, and manage projects to meet the identified needs.
- A.4 Collaborate with other program web publishers to ensure program needs are met in a manner that minimizes duplication of effort.
- A.5 Develop and deliver tips, training and coaching to WY program staff so they can use the department's web products effectively and can help citizens and partners use the WY Program web products.
- A.6 Establish, monitor and analyze performance measures related to web content utilization by constituents to assist program managers improve the performance of web pages and other electronic outreach.
- A.7 Review all publications, internet and intranet content created for the WY program to ensure consistency with DNR publishing protocols and standards.

- A.8 Assist with the creation, management, testing, maintenance and use of external-facing web applications.
- A.9 Test new user functions on external applications for accuracy and usability.
- A.10 Assist with documenting and tracking project development progress.
- A.11 Communicate web project progress, problems and/or shortfalls to Business Support & IT Section Chief and Division Web Coordinators.
- A.12 Participate in application user design, feedback and post-implementation reviews.
- A.13 Develop, maintain and ensure compliance with the WY Program's Web Operating Plan.

30% B. SharePoint Coordination/Administration

- B.1 Collaborate with other members of the EM Division to manage the division's SharePoint sites to maximize efficient and effective use of human and fiscal resources.
- B.2 Plan, monitor, and implement projects and related work activities for the development of applications and content on WY SharePoint sites, ensuring that content is written in an appropriate style and tone for the audience it serves, and that appropriate coordination is completed.
- B.2 Manage WY SharePoint projects; define and document business needs, objectives and procedures; analyze benefits, technical requirements and alternatives for SharePoint-based applications and communication platforms; and ensure that the division's SharePoint publishers and content editors meet required SharePoint updating and maintenance tasks in accordance with the approved standards and timelines.
- B.3 Identify issues affecting SharePoint sites, and work with project teams and division IT staff to resolve them.
- B.4 Provide guidance to staff on appropriate SharePoint site architecture that meet or support program business needs.
- B.5 Follow technical policies, procedures, and standards for the use of SharePoint within the Environmental Management Division.

20% C. Water Quality Communications Coordinator

- C.1 Represent the Water Quality program on the Environmental Management Division Communication's team. Serve as a liaison between team, program management, and staff.
- C.2 Assist with team communication projects as defined by the division.
- C.3 Assist with development of the two-year division communication plan and the annual team action plan.
- C.4 Work collaboratively to develop communication policies, strategies, and tools.
- C.5 Bring program specific knowledge of activities within their area of expertise.

5% D. Organizational responsiveness

- D.1 Maintain knowledge of DNR core values and adhere to them during daily business.
- D.2 Review and keep abreast of changes in knowledge and practices of position-related activities.
- D.3 Participate in job-related training and organizational meeting as assigned.
- D.4 Other duties as assigned.

Knowledge, Skills and Abilities:

1. Ability to provide customer service that is friendly and helpful.
2. Knowledge of internet design and programming, including navigation, architecture, usability and integrating content from multiple sources.
3. Knowledge of website design and usability analysis, investigating parameters, and content management.
4. Knowledge of internet content management systems.
5. Knowledge and skill related to internet and website design, including navigation, architecture, usability and integrating content from multiple sources.
6. Knowledge and skills related to identifying, analyzing and meeting program web and SharePoint needs.
7. Knowledge and use of analytical skills, including quantitative and qualitative assessment tools, end-user meetings/feedback tools, survey techniques and other data collection and analysis tools.
8. Skill in project management and organizational skills and ability to work independently on multiple tasks/projects at one time.
9. Demonstrated experience successfully working in a team atmosphere on complicated, high-level tasks.
10. Skill in computer operations, including Windows Office suite (Word, Excel, PowerPoint, Outlook, etc.).
11. Knowledge and skills related to the use of SharePoint at many levels (e.g. administration, user and customer support).
12. Skill in the use of mobile responsive website design techniques.
13. Demonstrated experience using web editing and publishing software such as Adobe Acrobat, Photoshop, Dreamweaver and Bootstrap.
14. Ability to program using web platform languages that include JavaScript, CSS and HTML5.
15. Ability to be detail-oriented and perform tasks with a high level of accuracy, while keeping an eye on the big picture.
16. Ability to communicate complex issues effectively to both technical staff and non-technical staff, including managers, both verbally and in writing.

Physical Requirements and Environmental Factors:

Physical requirements include sitting for long periods of time.

Sedentary work (exerting up to 10 pounds of force occasionally and/or negligible amount of force) for 100% of the time.

Environmentally, this position will spend approximately 95% of the time indoors.

Telework Evaluation:

The duties and responsibilities of this position would be suitable for telecommuting occasionally from an alternative location.